

INTERVENTION HIGHLIGHT

Partnering for a richer cocoa industry

Growing exports of PNG cocoa and chocolate products

PHAMA Plus and formerly PHAMA has had a long and productive relationship with Paradise Foods Limited (PFL) through the work of its chocolate factory - Queen Emma Chocolate - and the outreach it has on its supply network of over 4000 cocoa farmers across PNG. Queen Emma Chocolate is PNG's very own chocolate brand offering a range of chocolates made from PNG's finest cocoa.

At a glance

- Queen Emma Chocolate also produces value-added and semi-processed cacao products such as cocoa butter, powder and nibs, for the domestic and export markets.
- High demand led PFL to open a dedicated chocolate factory in 2016 which now employs 50 people, many of them women and persons with disabilities.
- In its early years, PFL, as a domestic food processor, did not have the right facility, standard and market information to be successful in cocoa products export.
- PFL's network of farmers lacked awareness on cocoa quality and flavor requirements due to limited processing facilities

A new business model

PHAMA Plus supported PFL with an improved processing and laboratory facility by installing small-scale laboratory-based chocolate-making equipment, allowing the factory to analyze small batches of incoming cocoa samples more frequently. Cocoa producers are now aware about PFL's quality flavor requirements.

The partnership also enabled Kingstan Kamuri, one of PFL's major cocoa suppliers, and Queen Emma Chocolate factory to attain organic certification to export PNG cocoa products to niche markets. To do this, PHAMA Plus supported trial shipments of certified organic value-added and semi-processed cocoa products from PFL, enabling the company to export to new and established export markets. During the reporting period, PFL successfully exported over 38,900 kg of cocoa products, resulting in additional export revenue of AUD321,214. Of this total, AUD128,000 corresponds to the export of organic cocoa products to New Zealand.

PHAMA Plus also supported the scoping of new organic farmers to supply PFL for increased volumes of organic certified cocoa beans. The company is now sourcing cocoa beans from an additional 500 farmers in this province.

Row Labels	Sum of Volume (kg)	Sum of Value (AUD)
Butter	16,800	153,826
Chocolate	8,250	74,701
Mass	9,000	71,282
Nibs	3,650	24,540
Powder	5,700	30,067
Butter	7,550	63,718
Beans	750	3,979
Grand Total	51,700	422,113

Export Date	(Multiple Items)
Row Labels	Sum of Value (AUD)
Non-organic	294,112
Organic	128,000
Grand Total	422,113